MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

DCS5144 – INTRODUCTION TO INFORMATION SYSTEMS

(All sections/Groups)

13 JULY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 8 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. Which of the following statements **BEST** describes the business value of improved decision making?
   A. Improved decision making creates better products.
   B. Improved decision making creates a better organisational culture.
   C. Improved decision making enables senior executives to foresee future financial trends more accurately.
   D. Improved decision making can result in a large monetary value for the firm as numerous small daily decisions affecting efficiency, production, costs, and more add up to large annual values.

2. Which of the following is an example of a high-velocity automated decision process?
   A. Providing online search results.
   B. Operational decision making.
   C. Strategic decision making.
   D. Credit granting decisions.

3. Which of the following is **NOT** one of the six main elements of the business intelligence environment?
   A. User interface
   B. Delivery platform
   C. Organisational culture
   D. Business analytics toolset

4. Which of the following is **NOT** a major force driving the rapid evolution of AI?
   A. The drastic increase in the cost of computer processing.
   B. The development of big data databases.
   C. The Internet of Things
   D. Social media

5. All the following are intelligent agents that can respond to human voice commands with useful information in voice or written form **EXCEPT** _____.
   A. Apple's Siri.
   B. Facebook's DeepFace.
   C. Google Now.
   D. Amazon's Alexa.

6. _____ is a tangible benefit of information systems.
   A. More information
   B. Reduced workforce
   C. Improved asset usage
   D. Better corporate image

Continued ...

7. You have been hired by a pharmaceutical company to evaluate its portfolio of systems and IT projects. Which types of projects would **BEST** avoided?
   A. Any high-risk projects
   B. Any low-benefit projects
   C. High-risk, low-benefit projects
   D. High risk, high benefit projects

8. Which is the first step in developing a new information system?
   A. Gathering information requirements
   B. Developing alternative solutions
   C. Defining the problem
   D. Feasibility study

9. In the traditional systems development life cycle, end users _____.
   A. contribute only during testing
   B. contribute heavily throughout development
   C. are important only during the conversion phase
   D. are limited to providing information requirements and reviewing the technical staff's work

10. Users prefer systems that _____.
   A. are oriented to facilitating organisational tasks and solving business problems
   B. can provide optimum hardware and software efficiency
   C. can store much more data than they need
   D. work with existing DBMS

11. All the following are specific security challenges that threaten the communications lines in a client/server environment **EXCEPT** _____.
   A. theft and fraud
   B. radiation
   C. sniffing
   D. errors

12. Which of the following statements about Internet security is **FALSE**?
   A. The use of P2P networks can expose a corporate computer to outsiders.
   B. Data stored in cloud systems is not vulnerable to attack.
   C. Email attachments can serve as a medium for malicious software.
   D. Instant messaging can provide hackers access to an otherwise secure network.

13. The HIPAA Act of 1996 _____.
   A. outlines medical security and privacy rules
   B. identifies computer abuse as a crime and defines abusive activities
   C. specifies best practices in information systems security and control
   D. requires financial institutions to ensure the security of customer data

Continued ...

14. _____ controls formalise standards, rules, procedures, and control disciplines to ensure that the organisation's general and application controls are properly executed and enforced.
    A. Software
    B. Data security
    C. Administrative
    D. Implementation

15. Two-factor authentication utilises a(n) _____.
    A. unique password
    B. digital certificate
    C. encrypted connection
    D. multistep process of authentication

16. Which of the following moral dimensions of the information age referring to the obligations that individuals and organisations have concerning rights to intellectual property?
    A. Quality of life
    B. System quality
    C. Accountability and control
    D. Property rights and obligations

17. Which of the following is a data analysis technology that finds hidden connections between data in different sources?
    A. FIP
    B. NORA
    C. HIPPA
    D. COPPA

18. All the following are steps in the process for analysing an ethical issue **EXCEPT** _____.
    A. assigning responsibility
    B. identifying the stakeholders
    C. identifying and clearly describing the facts
    D. identifying the options, you can reasonably take

19. The FIP principle of Notice/Awareness states that _____.
    A. there must be a mechanism in place to enforce FIP principles
    B. consumers should be able to review the data collected about them
    C. websites must disclose their information practices before collecting data
    D. data collectors must take responsible steps to assure that consumer information is accurate and secure from unauthorised use

Continued ...

20. Which of the following is a primary drawback to the "do anything anywhere" computing environment?
    A. It leads to employees being paid less for the total amount of work performed.
    B. It blurs the traditional boundaries between work and family time.
    C. It centralises power at corporate headquarters.
    D. It makes work environments less pleasant.

(Total: 20 marks)

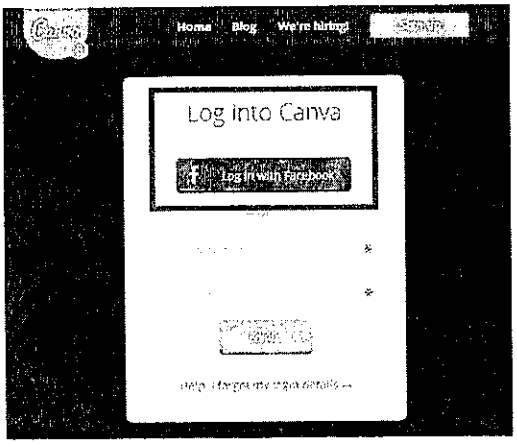
SECTION B: Structured Questions (80 Marks)

QUESTION 1

(a) Identify **FOUR (4)** companies, briefly explain **ONE (1)** e-commerce business model and **ONE (1)** revenue model used by each of them. (10 marks)

(b) Based on the images below, identify and describe the features of social commerce that are driving its growth. (10 marks)

1)



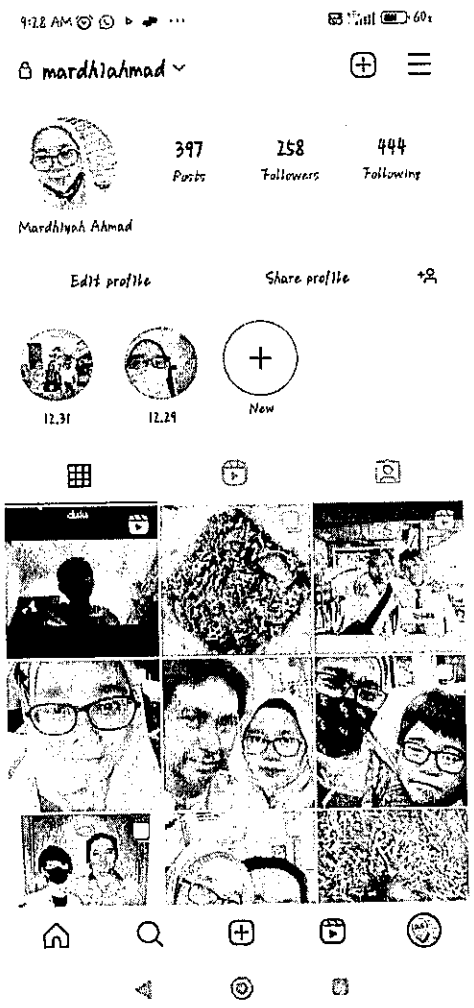
Continued ...

2)

3)

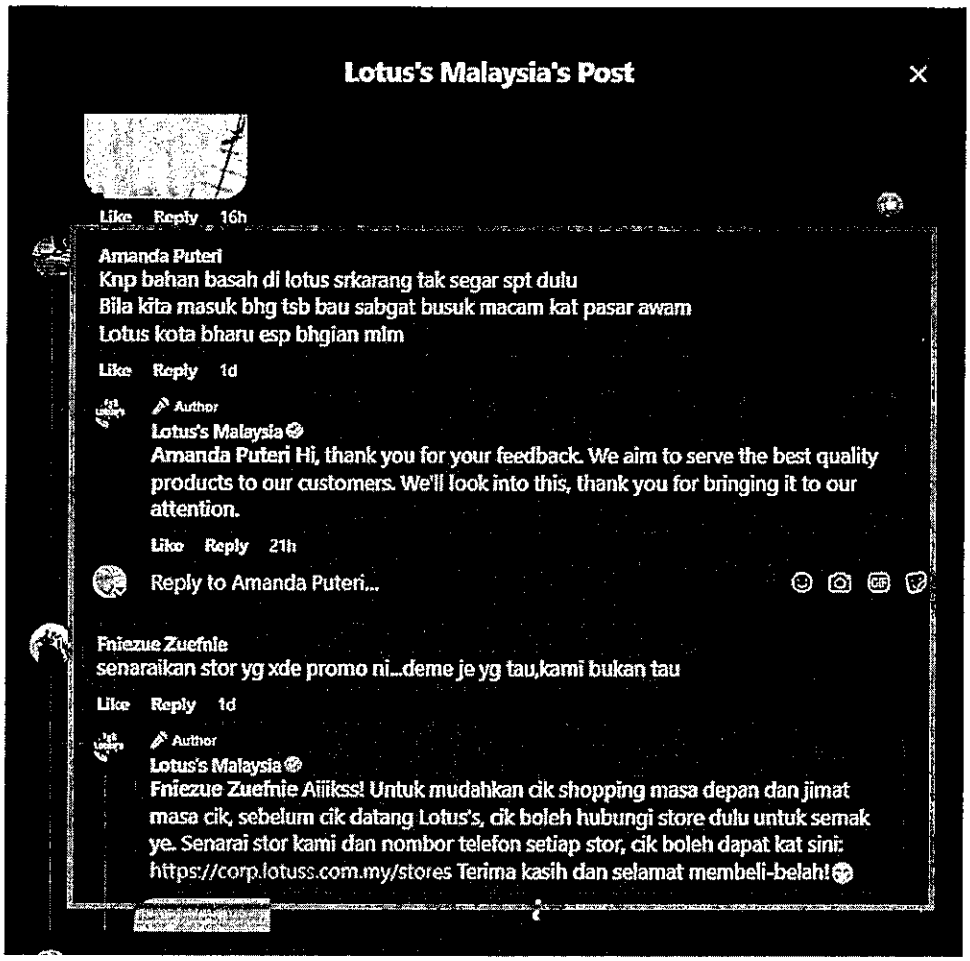
Continued ...

4)


mardhiahmad
397
Posts
258
Followers
444
Following
Mardhiyah Ahmad
Edit profile
Share profile
12.31
12.29
New

Continued ...

5)


Lotus's Malaysia's Post
Like Reply 16h
Amanda Puteri
Knp bahan basah di lotus srkarang tak segar spt dulu
Bila kita masuk bhg tsb bau sabgat busuk macam kat pasar awam
Lotus kota bharu esp bhgian mlm
Like Reply 1d
Author
Lotus's Malaysia
Amanda Puteri Hi, thank you for your feedback. We aim to serve the best quality products to our customers. We'll look into this, thank you for bringing it to our attention.
Like Reply 21h
Reply to Amanda Puteri...
Fniezue Zuefnie
senaraikan stor yg xde promo ni...deme je yg tau,kami bukan tau
Like Reply 1d
Author
Lotus's Malaysia
Fniezue Zuefnie Aiiikss! Untuk mudahkan cik shopping masa depan dan jimat masa cik, sebelum cik datang Lotus's, cik boleh hubungi store dulu untuk semak ye. Senarai stor kami dan nombor telefon setiap stor, cik boleh dapat kat sini: https://corp.lotuss.com.my/stores Terima kasih dan selamat membeli-belah!

(Total: 20 marks)

QUESTION 2

(a) Give **FIVE (5)** examples or scenarios where AI is being used and explain its benefit of using it. (10 marks)

(b) List and describe the features of **FIVE (5)** main system development approaches. (10 marks)

(Total: 20 marks)

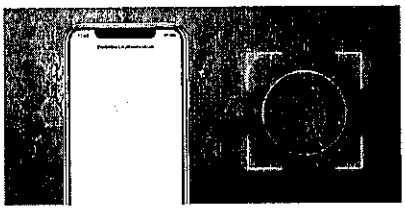
Continued ...

QUESTION 3

Based on Figure in (a) and (b):

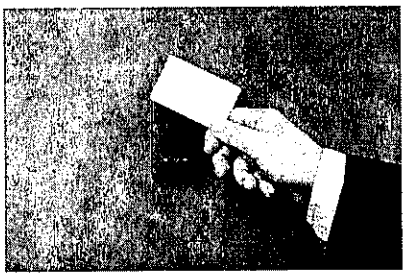
i. Explain the authentication method.
ii. Briefly describe where it is appropriate to be used.
iii. How does the method work?
iv. Provide **ONE (1)** benefit and justify the benefit of the authentication method to users.

(a)



(10 marks)

(b)



(10 marks)

(Total: 20 marks)

QUESTION 4

(a) Imagine if you are the author of the bestselling E-Books in Malaysia. Describe **FIVE (5)** challenges that you might face while distributing your E-Book.
(10 marks)

(b) The digital divide is the gap between those who have access to digital technologies and those who do not based on different socio-economic groups, regions, and countries. The impacts of the digital divide are significant and can affect various aspects of society and people's lives.

Discuss **FOUR (4)** impacts of *digital divide* on Malaysia's society during COVID-19 pandemic. (10 Marks)

(Total: 20 marks)

End of Paper